

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, April 5, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Tom Birkenholz, Ashley Fraser, and Jim Hintz

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:13 pm in chair Betsy Paterson's absence.

2. Public comment

There was no public comment.

3. Review of Master Event List

Ms. Paterson reported that the cooking demos by UConn Dining Services, the high school art tent, and the Shaboo All Stars featuring special guests James Montgomery and Christine Ohlman have all been confirmed.

The sub-committee discussed whether or not to have the pumpkin decorating contest again. By consensus, it was agreed to keep it as a possibility.

The sub-committee also discussed whether or not to have the sidewalk drawing activity be a contest.

Tom Birkenholz suggested limiting the time for the contest part and adding a theme.

Ms. Paterson will see if a student group would like to run the sidewalk drawing contest.

4. Review Draft Budget

Ms. Paterson noted that Ginny Walton had provided an estimated need of \$500 to purchase the low-waste supplies for the food vendors.

Cynthia van Zelm added \$300 to cover the wait staff needed for the wine tasting after discussing the event with the Altnaveigh, who will host it.

5. Review Task List

Advertising: Ashley Fraser reported that she and Ms. van Zelm are working on the Sponsorship brochure, the first piece of advertising to do.

Ms. Paterson said that the Save the Date flyer is ready for distribution and asked sub-committee members to assist with those efforts. She noted that it has been posted as a PDF on the Partnership website.

Ms. Paterson will email the PDF to the sub-committee for distribution [Done].

Art: Ms. Paterson reported that Kim Bova is reviewing the Call to Artists and Prospectus which will then be sent to the art departments at UConn and ECSU.

Music: Jim Hintz said that he had started looking for a college band but had not yet heard from anyone.

Ms. Paterson suggested setting a deadline of graduation for looking for a student band.

Mr. Birkenholz suggested looking for a faculty band after graduation. He also suggested looking for dance or performance groups at the same time.

Mr. Hintz will send out a notice for dance groups, which Ms. Paterson will draft.

Parade: Mr. Birkenholz reported that he and Barry Schreier will soon send a notice to past participants to save the date for the parade and to start thinking about floats. They plan to send out a second, more detailed notice in about a month. Mr. Birkenholz relayed the suggestions he received about incorporating dogs into the parade and other activities and asked the sub-committee for feedback.

Ms. Paterson relayed Ms. Bova's comments that having the dogs in the parade sounded like a fun idea and that, if there are any activities involving dogs, a volunteer who has experience in working with dogs will be needed to supervise.

Mr. Hintz said that the University plans to have Jonathan appear at the Festival again. **He will inquire about the photo with Jonathan idea.**

Ms. Paterson expressed concerns about the amount of space that would be needed to accommodate some activities, specifically the "doggie wash" and the agility demonstration.

Mr. Birkenholz will follow up with the individual who provided the suggestions.

Set-up: Ms. van Zelm reported that Kristin Schwab has volunteered to serve as Set-up Chair again but that she would like to step down after this year. Ms. van Zelm asked the sub-

committee to consider people who would be willing to assist Ms. Schwab this year and then take on the task next year.

Sponsors: Ms. van Zelm said that she and Ms. Fraser are finalizing the Sponsorship brochure and that it will be mailed to potential sponsors in May.

Mr. Birkenholz suggested contacting Windham Hospital's new physical therapy office.

Mr. Hintz suggested contacting Jack Rabbit's.

Volunteers: Ms. Paterson reported that all but ten of the 2009 volunteers received Save the Date emails; **she will mail the flyers to the remaining ten [Done]**. She reiterated the need for someone to serve as the chairperson for organizing the volunteers.

Children: Ms. Paterson asked the sub-committee if they would like to bring back the inflatables.

Mr. Birkenholz suggested waiting until the next meeting to decide; those present agreed.

6. Celebrate Mansfield Weekend

Ms. Paterson reported that Sara-Ann Chainé confirmed that the Town would like to do Picnicpalooza again. Ms. Paterson expressed her own ideas that the event will need additional publicity and signage.

Mr. Hintz suggested that a decision be made between having food vendors or encouraging people to bring picnics. He thought promoting both could be confusing to attendees.

Mr. Birkenholz commented that he likes the picnic idea but that there should be at least a couple food vendors.

Ms. Paterson agreed with Mr. Hintz that it should be one or the other. She added that food vendors would need to know what to expect and, when encouraging residents to bring picnics, it could be difficult for the vendors to plan.

Mr. Hintz thought the turnout would be better if people knew they could purchase food at the event.

Ms. Paterson explained that, when the event first began as the fireworks, the intention was that the event should not compete with the *Festival*. She noted, though, that the *Festival* has grown quite a bit over the last few years, and she is not convinced that adding food vendors to Picnicpalooza would detract from the *Festival*.

The sub-committee decided to continue the discussion at the next meeting.

7. Other

Mr. Hintz suggested looking at ways to get attendees input regarding the *Festival*. He suggested setting up a booth at the *Festival* where people could enter their name in a drawing while signing up to receive a post-event survey.

8. Adjourn

The meeting adjourned at 6:25 pm

Minutes prepared by Cynthia van Zelm